

## ABSTRACT OF THE DISCLOSURE

A transaction for purchasable content is facilitated over an electronic network, the purchasable content including downloadable digital data and physical storage media containing at least one of digital data and analog data. A first presence is maintained on the electronic network to which a consumer may connect. A page is transmitted from the first presence to the consumer over the electronic network, the page including information concerning the purchasable content. A command is received from the consumer over the electronic network indicating that the consumer wishes the transaction for the purchasable content. The transaction for the physical storage media, but not the downloadable digital data, is then completed over the electronic network by way of the first presence.